

11 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.

AVAILABLE IN LIMITED AREAS  
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**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

# Introducing the first cigarette that smells good.



Horizon is the first cigarette developed to smell pleasant for you and those around you, while still delivering smooth tobacco flavor.

What's more, Horizon won't leave your clothes, hair, car and home smelling like your regular cigarettes.

Now you can feel free to enjoy your cigarette. After all, that's what smoking is all about.

# HORIZON

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